

Announcements

Donald Bently delivers Keynote Address at 27th Texas A&M Turbomachinery Symposium

Don Bently, Founder and Chief Executive Officer of Bently Nevada Corporation, was recently honored by being asked to deliver the keynote Welcoming Address at the 27th annual Texas A&M Turbomachinery Symposium held Sept 20-24, 1998 in Houston, Texas. The symposium is widely recognized as one of the most important gatherings of rotor dynamics and turbomachinery experts in the world and attracts attendees globally from both academia and industry.

Don was introduced by Dara Childs, Director of the Turbomachinery Laboratory at Texas A&M University. In his introduction, Dr. Childs noted that, "Don Bently's keynote address attracted a noticeably larger percentage of conference delegates than other keynote addresses have historically attracted. This shows the impact he has had on the industry, the importance of his contributions, and the genuine interest of attendees in what Don has to say." Said another way - when Don Bently speaks, people listen. His impact on the world of turbomachinery is known far and wide.

Don's topic was "Dynamic Stiffness Measurements of Rotating Machinery." He discussed what Dynamic Stiffness is and its importance for machine designers and machine users alike. Don also spoke about the role

of root locus diagrams in understanding machinery behavior, as well as the use of perturbation testing in determining margins of stability for machines.

The correct algorithm describing Dynamic Stiffness was the result of joint work done by him and Dr. Agnes Muszynska in the early 1980's. Considering the rotor and surrounding fluid as a system, they showed that the direct Dynamic Stiffness term depends on the axial flow component, such as occurs in bearings and seals, and that the quadrature term is generated by the rotation of the shaft and fluid circumferential flow. Prior to this, the rotor/fluid dynamic phenomena were neither understood nor properly accounted for. Practical implications of the algorithm are numerous and significant. Among other things, fluid-induced instabilities, such as whirl and whip, can now be properly modeled. The margin of stability for various machines, as predicted by their model, can be determined through perturbation testing.

If you would like a copy of Don Bently's presentation, please check the appropriate box on the Reader Service Card, download it off our website - www.bently.com - or fax a request to Orbit Editor, 1 (702) 782-9337. ☺

Bently speaks at ASME Small Business Forum, "Where technology meets business."

Don Bently was one of six featured speakers at the ASME International-sponsored Small Business Forum held in Anaheim, CA on 13 November. This one-day, interactive forum allowed attendees to share the experiences of Bently, Bob Koski (founder of Sun Hydraulics Corporation) and others, as well as a panel of entrepreneurs and experts covering all aspects of small business. The presentation, attended by nearly 100 people, was also carried live on the Internet.

In "Building a Marketing Program for Competitive Advantage," Bently spoke about what it takes to make a technology-based business successful by combining engineering and business skills. He presented the four-step system that Bently Nevada uses to market its products and maintain a competitive advantage in the

marketplace. The process is designed to:

1. Establish trust and credibility with the customer
2. Determine customer needs and influence customer wants
3. Advocate a solution that provides value, and
4. Support the customer after the sale.

The Small Business Forum is part of ASME's Business Center service, designed as a resource for the engineering professional and entrepreneur who has started, or wants to start, a business. For more information, or a copy of Don Bently's presentation, visit us on the web at www.bently.com, check the appropriate box on our Reader Service Card, or fax a request to Orbit Editor, 1 (702) 782-9337. ☺